

MARKETING: SEMESTER STANDARDS AND OBJECTIVES

Levels: Grades 10-12

Units of Credit: 1 Semester (.5)

CIP Code: 08.0708

Prerequisites: None

COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Student taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

*This course combines two semesters of the Full Year Marketing course (Part I & Part II) into a single semester class, using only selected standards and objectives. As a result, the standards and objectives on this document may not be in numerical order. Standards & objectives between the Full Year and Semester Marketing courses will correspond.

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 01	Students will have an understanding of the world of marketing.	
<u>OBJECTIVES</u> 08.0708 – 0101	Understand that marketing is all around us by identifying its related activities. <ul style="list-style-type: none"> • Describe marketing functions and related activities. • Explain marketing and its importance in a global economy. 	MK LAP 1: Work the Big Six BA LAP 11: Have It Your Way
08.0708 – 0102	Understand the marketing concept. <ul style="list-style-type: none"> • Define the marketing concept. 	BA LAP 11: Have It Your Way
08.0708 – 0103	Understand the economic benefits of marketing. <ul style="list-style-type: none"> • Describe the benefits of marketing. • Define the term economic utility. • Identify the five economic utilities. • Determine forms of economic utility created by marketing activities. 	BA LAP 11: Have It Your Way EC LAP 13: Use It EC LAP 13: Use It EC LAP 13: Use It

Utah Standards and Objectives		MarkED LAPs
08.0708 – 0104	Understand the basic fundamentals and concepts of marketing. <ul style="list-style-type: none"> • Define the term market. • Define the term target marketing. • Understand the difference between customer and consumer. • Understand the “Four P’s of Marketing.” 	IM LAP 9: Have We Met? IM LAP 9: Have We Met? IM LAP 7: Pick the Mix
08.0708 – 0105	Understand the concept of market segmentation. <ul style="list-style-type: none"> • Define the term market segmentation. • Understand the four methods used to segment a market. • Understand current demographic, psychographic, and geographic trends. 	IM LAP 9: Have We Met? IM LAP 9: Have We Met?
STANDARD 08.0708 – 02	Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 0201	Understand the free enterprise and the market-oriented economic systems. <ul style="list-style-type: none"> • Explain the types of economic systems. • Explain the concept of private enterprise. • Explain the concept of competition. • Determine factors affecting business risk. • Identify factors affecting a business’s profit. 	EC LAP 17: Economic Systems (update in 2009) EC LAP 15: People Power EC LAP 8: Ready, Set, Compete EC LAP 3: Win, Lose, or Draw EC LAP 2: Risk Rewarded
08.0708 – 0202	Understand government and consumer functions. <ul style="list-style-type: none"> • Explain the relationship between government and business. • Explain the principles of supply and demand. 	EC LAP 16: Regulate and Protect EC LAP 11: Make What They Want
STANDARD 08.0708 – 06	Students will have an understanding of the selling process.	
<u>OBJECTIVES</u> 08.0708 – 0601	Define and understand selling. <ul style="list-style-type: none"> • Explain the nature and scope of the selling function. • Analyze product information for use in selling. • Identify customer’s buying motives for use in selling. • Facilitate customer buying decisions. 	SE LAP 117: Sell Away SE LAP 113: Find Features/Boost Benefits SE LAP 109: What’s the Motive? SE LAP 108: Decisions, Decisions, Decisions

Utah Standards and Objectives	MarkED LAPs
08.0708 – 0602 Explain why preparation is important. <ul style="list-style-type: none"> • Determine customer/client needs. • Explain key factors in building a clientele. • Differentiate between consumer and organizational buying behavior. 	SE LAP 115: Keep Them Loyal
08.0708 – 0603 Describe initiating the sale and the sales process. <ul style="list-style-type: none"> • Explain the selling process. • Prepare for the sales presentation. • Establish relationship with client/customer. 	SE LAP 126: The Selling Process
08.0708 – 0604 Explain determining needs in a sale. <ul style="list-style-type: none"> • Explain customer/client needs. • Assess customer/client needs. 	
08.0708 – 0605 Describe how to present a product. <ul style="list-style-type: none"> • Understand how to demonstrate a product. • Understand how to recommend a specific product. 	SE LAP 103: Product Demonstration (update in 2010)
08.0708 – 0606 Understand objections and rejections. <ul style="list-style-type: none"> • Understand how to convert customer/client objections into selling points. • Understand how to handle customer inquiries. 	SE LAP 100: Converting Objections
08.0708 – 0607 Understand customer buying signals and identify how to close a sale. <ul style="list-style-type: none"> • Understand how to close the sale. • Understand how to sell a good/service/idea to individuals. • Facilitate customer buying decisions. 	SE LAP 107: Closing Sales (update in 2010) SE LAP 108: Decisions, Decisions, Decisions
08.0708 – 0608 Understand effective selling. <ul style="list-style-type: none"> • Demonstrate suggestion selling. • Understand how to process sales documentations. • Plan follow-up strategies for use in selling. 	SE LAP 110: Suggestion Selling (update in 2010)

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 07	Students will understand the concept of pricing and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 0701	Understand the steps of price planning. <ul style="list-style-type: none"> • Understand the different forms of price. • Understand the importance of price. • Understand the goals of pricing. • Understand the difference between market share and market position. 	PI LAP 2: The Price Is Right PI LAP 2: The Price Is Right PI LAP 2: The Price Is Right
08.0708 – 0703	Understand setting prices. <ul style="list-style-type: none"> • Understand the various pricing techniques. • Understand the steps in setting prices. 	
STANDARD 08.0708 – 08	Students will understand the concept of promotion and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 0801	Understand the promotional mix, its concepts and strategies. <ul style="list-style-type: none"> • Explain the role of promotion as a marketing function. • Identify the elements of the promotional mix. 	PR LAP 1: Promotional Mix (update in fall, 2009) PR LAP 2: Promotion (update fall, 2009) PR LAP 1: Promotional Mix (update in fall, 2009)
08.0708 – 0802	Identify types of sales promotion. <ul style="list-style-type: none"> • Develop sales promotion plans. • Analyze the use of specialty promotion. 	
08.0708 – 0803	Explain the nature and scope of public relations. <ul style="list-style-type: none"> • Develop public relations plan. • Analyze costs/benefits of company participation in community activities. 	
08.0708 – 0804	Identify advertising media. <ul style="list-style-type: none"> • Explain the types of advertising media. • Evaluate the effectiveness of advertising. 	PR LAP 3: Ad-quipping Your Business PR LAP 3: Ad-quipping Your Business
08.0708 – 0805	Describe the essential elements of advertising. <ul style="list-style-type: none"> • Explain the use of advertising agencies. • Explain the components of advertisements. 	

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 09	Students will understand the concept of distribution and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 0901	Understand channels of distribution. <ul style="list-style-type: none"> • Explain the nature of channels of distribution. • Explain the nature of channel members relationships. 	MB LAP 3: Channels of Distribution (update in 2009) MB LAP 3: Channels of Distribution (update in 2009)
STANDARD 08.0708 – 10	Students will understand the concept of marketing research and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 1001	Understand marketing research and information systems. <ul style="list-style-type: none"> • Describe the need for marketing information. • Explain the nature of marketing research in a marketing-information function. • Explain the nature and scope of the marketing-information function. 	IM LAP 5: Marketing Research (update in 2009)
08.0708 – 1002	Understand marketing research. <ul style="list-style-type: none"> • Explain the nature and scope of the marketing-information management function. • Describe sources of secondary data. • Use data for information analysis. 	
STANDARD 08.0708 – 11	Students will understand the concept of product planning and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 1101	Understand product planning, mix, and development. <ul style="list-style-type: none"> • Explain the nature and scope of the product/service management function. • Explain the concept of the product mix. • Plan a product mix. 	PM LAP 5: Rapping Up Products and Services PM LAP 3: Mix and Match

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 12	Students will understand the concept of career and professional development and how they relate to marketing. (Optional- not included in state test).	
OBJECTIVES 08.0708 – 1201	Describe important career decisions and opportunities. <ul style="list-style-type: none"> • Identify tentative occupational interests. • Assess personal interests and skills needed for success in business. 	
08.0708 – 1202	Understand career planning. <ul style="list-style-type: none"> • Analyze employer expectations in the business environment. • Identify desirable personality traits important to business. • Identify sources of career information. 	EI LAP 9: You've Got Personality
08.0708 – 1203	Develop a career plan. <ul style="list-style-type: none"> • Explain employment opportunities in business. • Identify skills needed to enhance career progression. 	PD LAP 15: Go for It!
08.0708 – 1204	Understand the process of finding and applying for a job. <ul style="list-style-type: none"> • Utilize job-search strategies. • Identify sources of career information. 	
08.0708 – 1205	Describe the process of applying for a job. <ul style="list-style-type: none"> • Complete a job application. • Write a letter of application. • Prepare a resume. 	
08.0708 – 1206	Describe the job interview process. <ul style="list-style-type: none"> • Interview for a job. • Write a follow-up letter after job interviews. 	

PERFORMANCE OBJECTIVES

PO-01 Students will understand the sales process by completing “The Sales Presentation.”

PO-02 Students will understand the importance of marketing functions by completing “Marketing a Product.”

PO-03 Students will understand the importance of marketing functions by completing “The Marketing Research Project.”